

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☐ Practitioner(s) associated with the Customer Number:

OR

☒ Practitioner(s) named below (if more than (6) patent practitioners are to be named, then a customer number must be used).

Name	Registration Number	Name	Registration Number
Thomas J. Scott, Jr.	37,836		
Joseph M. Gallisano	38,339		
Carl L. Brown	38,378		

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to the form in accordance with 37 CFR 3.73(c).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

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OR

<input type="checkbox"/> Firm or Individual Name		
Address		
City	State	Zip
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Assignee Name and Address:

Personalized Media Communications, LLC
708 3rd Avenue, 35th Floor
New York, NY 10017

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/08 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee.

Signature	<i>Gerald T. Holtzman</i>	Date	5/28/07
Name	Gerald T. Holtzman	Telephone	202.280.2555
Title	General Counsel		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. No information is required to obtain or receive a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. The collection of information is required to complete, including preparing, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the form or on the request to complete the form and/or suggestions for reducing the burden should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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